

## WRITING EFFECTIVE COPY FOR FACEBOOK

WE'VE MENTIONED THAT MANY FACEBOOK POSTS  
FALL INTO THE FOLLOWING CATEGORIES:

The goals for these types of posts vary, but the headline you write will depend on your reasons for creating your post and what you hope will happen because of it.

### ENGAGEMENT

posting something to get feedback/answers

### CONTENT POSTING

posting an interesting image/video

### CONTENT SHARING

linking to an interesting story on another website

### PROMOTIONS

driving sales, user registrations, downloads

### ANNOUNCEMENTS

telling people about an event/product

## LOOK AT THE FOLLOWING FACEBOOK POSTS.



### WISTIA

Shared URL: <https://wistia.com/lp/prspt/dual-try>

This is an onboarding page where people new to Wistia can sign up for free and upload their first video or download a video recording app to make their own video.

WISTIA

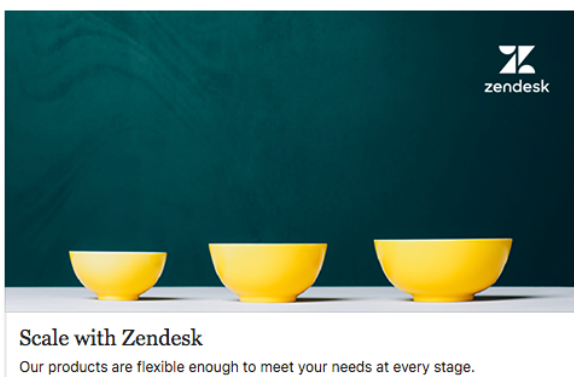
If you were **Wistia**, what headline would you write if this was a NEW service you were launching today and you wanted your followers to learn about it through this page?

WISTIA

If you were **Wistia**, what headline would you write if you wanted to simply drive signups of your service through this page?

WISTIA

If you were a **marketing agency**, what headline would you write if you wanted to \_recommend Wistia's service\_ by sharing the page with your followers?



### ZENDESK

Shared URL: <https://www.zendesk.com>

Zendesk is a help desk and customer relationship platform for companies of all sizes.

zendesk

Let's say you're \*a help desk manager who is considering using Zendesk as a solution for your business, but you want to know what Zendesk customers think of the service. \*What headline would you write if you shared a link to the Zendesk home page and wanted to get that specific feedback?



## WISTIA

MasterClass produces high-level instructional video series with world-renown experts and legends from industries like entertainment, sports, literature, and more.

**MasterClass** uses the following headline to promote this page:

Oscar-winning director Ron Howard deconstructs his process for storytelling, working with actors, and blocking scenes.

What is their **goal** for this post? What **metric or outcome** are they hoping to achieve?



MASTERCLASS

**What if MasterClass used this headline to promote the same page:**

Have you taken Ron Howard's MasterClass? If so, what did you think? What was your favorite part? What technique have you adopted in your own film and video projects?

What is their goal for this post? What metric or outcome are they hoping to achieve? And how would it benefit MasterClass and its customers/followers?



MASTERCLASS